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IN THE CLAIMS

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 2, 3, 6, 14, 16, 17, and 18, and ADD new claim 19 in accordance with the following:

1. (CURRENTLY AMENDED) A method of distributing advertisement using an advertisement distributing server computer, comprising:

a prospective customer searching operation of searching for prospective customers of an advertising article from customer information accessible from the advertisement distributing server computer;

a shop searching operation of searching for shops- a shop that are- is capable of selling the article to the prospective customers from shop information accessible from the advertisement distributing server computer;

a shop notifying operation of notifying, over a network, a computer of the shop of prospective customer notifying operation of creating a prospective customer list of the prospective customers, to which the shops- shop is capable of selling the article, according to the shop searching-on-a-shop basis, and notifying the shops of the prospective customer list;

an advertisement distribution selecting operation of allowing the shops- shop to exclude existing regular customers of the shop from the prospective customer list as customers to which the advertisement regarding the article is not distributed, based on regular customer information accessible from the computer of the shop, and notifying the advertisement distributing server computer of a resultant prospective customer list over the network-determine whether an advertisement regarding the article is to be distributed to the prospective customers in the notified prospective customer list;

a name-embedded advertisement generating operation of generating name-embedded advertisement in which shop identity information capable of identifying the shops- shop is added to the advertisement; and

a name-embedded advertisement distributing operation of distributing over a network

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the name-embedded advertisement to the prospective customers of the shop according to the resultant prospective customer list selected to receive the name-embedded advertisement in the advertisement distribution selecting operation.

2. (CURRENTLY AMENDED) A method of distributing advertisement using an advertisement distributing server computer, comprising:

an advertisement target article specifying operation of allowing information on an article desired to be advertised by a shop to be sent from a computer of the shop to the advertisement distributing server computer specifying an article which a shop desires to advertise;

a prospective customer searching operation of searching allowing the advertisement distributing server computer to search for prospective customers of the article from customer information accessible from the advertisement distributing server computer;

a shop notifying operation of notifying the computer of the shop of a prospective customer list searched in the prospective customer searching operation;

an advertisement distribution selecting operation of allowing the shop to exclude existing regular customers of the shop from the prospective customer list as customers to which the advertisement regarding the article is not distributed, based on regular customer information accessible from the computer of the shop, and to notify the advertisement distributing server computer of a resultant prospective customer list over the network; determine whether an advertisement regarding the article is to be distributed to the searched prospective customers;

a name-embedded advertisement generating operation of generating name-embedded advertisement in which shop identity information capable of identifying the shop is added to the advertisement; and

a name-embedded advertisement distributing operation of distributing over a network the name-embedded advertisement to the prospective customers of the shop according to the resultant prospective customer list selected to receive the advertisement in the advertisement distribution selecting operation.

3. (CURRENTLY AMENDED) A method of distributing advertisement using an advertisement distributing server computer, comprising:

an advertising article specifying operation of specifying an article that a shop desires to advertise;

an advertisement target article specifying operation of allowing information on an article

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desired to be advertised by a shop to be sent from a computer of the shop to the advertisement distributing server computer;

a regular customer selecting operation of allowing the shop to determine whether an advertisement regarding the article is to be distributed to each regular customer, based on regular customer information accessible from the computer of the shop;

a prospective customer searching operation of searching- allowing the advertisement distributing server computer to search for prospective customers to which the shop is capable of selling the article from customer information accessible by the advertisement distributing server computer, and creating- to create a prospective customer list of the prospective customers;

a shop notifying operation of notifying the computer of the shop of the prospective customer list;

a regular customer addition operation of generating- allowing the shop to generate an advertisement distribution preliminary list by excluding the regular customers, who have selected by the shop not to receive the advertisement in the regular customer selecting operation, from the prospective customer list, and by adding the regular customers selected by the shop to receive the advertisement in the regular customer selecting operation, and to notify the advertisement distributing server computer of the advertisement distribution preliminary list over a network;

a name-embedded advertisement generating operation of generating name-embedded advertisement in which shop identity information capable of identifying the shop is added to the advertisement; and

a name-embedded advertisement distributing operation of distributing over a network the name-embedded advertisement to the prospective customers in the advertisement distribution preliminary list.

4. (PREVIOUSLY PRESENTED) A method for distributing advertisement according to claim 3, comprising an advertisement distribution billing operation including:

an advertisement unit price setting operation of setting an advertisement unit price for billing an advertisement provider per advertisement with respect to the advertisement of the article;

a prospective customer distribution fee unit price setting operation of setting a unit price of a prospective customer distribution fee provided to a shop per distribution to the prospective

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customers;

a regular customer distribution fee unit price setting operation of setting a unit price of a regular customer distribution fee provided to a shop per distribution to the regular customers;

an advertisement fee calculating operation of calculating an advertisement fee by multiplying the advertisement unit price by the number of name-embedded advertisements distributed in the name-embedded advertisement distributing operation;

an advertisement fee charging operation of charging the advertisement fee to the advertisement provider; and

an advertisement distribution shop fee providing operation of providing to the shop an advertisement distribution shop fee calculated by adding a product obtained by multiplying the prospective customer distribution fee unit price by the number of name-embedded advertisements distributed to the prospective customers, to a product obtained by multiplying the regular customer distribution fee unit price by the number of name-embedded advertisements distributed to the regular customers.

5. (PREVIOUSLY PRESENTED) A method of distributing advertisement according to claim 3, comprising a sales billing operation including:

a sales fee unit price setting operation of setting a sales fee unit price for billing an advertisement provider per sales performance;

a sales performance obtaining operation of obtaining a sales volume of the article sold to customers who have received the advertisement;

a prospective customer sales fee unit price setting operation of setting a unit price of a prospective customer sales fee provided to the shop concerning customer sales performance with respect to the prospective customers;

a regular customer sales fee unit price setting operation of setting a unit price of a regular customer sales fee provided to the shop concerning customer sales to the regular customers;

a sales fee calculating operation of calculating a sales fee provided to the advertisement provider by multiplying the sales fee unit price by the sales volume obtained in the sales performance obtaining operation; and

a shop sales fee providing operation of providing to the shop an advertisement distribution shop fee calculated by adding a product obtained by multiplying the prospect customer sales fee unit price by the sales volume with respect to the prospective customers, to

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a product obtained by multiplying the regular customer sales fee unit price by the sales volume with respect to the regular customers.

6. (CURRENTLY AMENDED) A method of distributing advertisement using an advertisement distributing server computer, comprising:

a prospective customer searching operation of searching for prospective customers of an advertising article from customer information accessible from the advertisement distributing server computer, based on article attribute information, attribute information on customers, and advertisement receiving requirements regarding acceptance/rejection of receiving advertisements, the advertisement receiving requirements being set for each customer;

a shop searching operation of searching for shops that can sell the article to the prospective customers from shop information accessible from the advertisement distributing server computer, based on shop attribute information, and article dealing information representing whether the shops deal in the article;

a shop notifying operation of notifying, over a network, a computer of a shop of a prospective customer notifying operation of creating a prospective customer list of the prospective customers, to which the shops can sell shop is capable of selling the article, according to the shop searching; on a shop basis, and notifying each shop of the list;

an advertisement distribution selecting operation of allowing a the shop to select exclude existing regular customers of the shop from whether an advertisement regarding the article is to be distributed to the prospective customer list as customers in the notified to which the advertisement regarding the article is not distributed, based on regular customer information accessible from the computer of the shop, and to notify the advertisement distributing server computer of a resultant prospective customer list over the network;

a name-embedded advertisement generating operation of generating a name-embedded advertisement in which shop identity information capable of identifying the shop is added to the advertisement; and

a name-embedded advertisement distributing operation of distributing over a network the name-embedded advertisement to the prospective customers of the shop according to the resultant prospective customer list selected to receive the name-embedded advertisement in the advertisement distribution selecting operation.

7. (ORIGINAL) A method for distributing advertisement according to Claim 6,

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wherein the advertisement distribution selecting operation includes: a prospective customer list presenting operation of presenting a prospective customer list including prospective customers for each shop to the shop; a selection input operation of selecting whether or not advertisement of the article is to be distributed to the prospective customers, based on the prospective customer list; and an advertisement distribution preliminary list generating operation of generating an advertisement distribution preliminary list that specifies distribution destinations of the advertisement, based on results of the selection input operation.

8. (ORIGINAL) A method for distributing advertisement according to Claim 6, wherein information representing a distribution starting time of the advertisement is prescribed to be an advertisement distribution starting requirement,

in the advertisement distribution selecting operation, selection of the prospective customers is accepted until the time represented by the advertisement distribution starting requirement, and

on the time represented by the advertisement distribution starting requirement, the name-embedded advertisement generating operation and the name-embedded advertisement distributing operation are conducted.

9. (ORIGINAL) A method for distributing advertisement according to Claim 6, wherein the name-embedded advertisement generating operation includes an advertisement data obtaining operation of previously obtaining advertisement data for the advertisement in which name-embedding of a shop has not been completed and a shop name-embedding operation of embedding information on the shop in the advertisement data.

10. (ORIGINAL) A method for distributing advertisement according to Claim 6, including an advertisement distribution billing operation including: an advertisement unit price setting operation of setting an advertisement unit price for billing an advertisement provider per advertisement; an advertisement fee calculating operation of calculating an advertisement fee by multiplying the advertisement unit price by the number of name-embedded advertisements generated by the name-embedded advertisement generating operation; and an advertisement fee charging operation of charging the advertisement fee to the advertisement provider.

11. (PREVIOUSLY PRESENTED) A method for distributing advertisement

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according to Claim 10, wherein the advertisement distribution billing operation includes: an advertisement distribution shop fee unit price setting operation of setting a unit price of an advertisement distribution shop fee provided to the shop concerning the prospective customer advertisement with respect to the distribution of the name-embedded advertisement; an advertisement distribution shop fee calculating operation of calculating an advertisement distribution shop fee by multiplying the advertisement distribution fee unit price by the number of name-embedded advertisements generated by the name-embedded advertisement generating operation; and an advertisement distribution shop fee providing operation of providing the advertisement distribution shop fee to the shop.

12. (ORIGINAL) A method for distributing advertisement according to Claim 6 including a sales billing operation including: a sales fee unit price setting operation of setting a sales fee unit price for billing the advertisement provider per sales performance; a sales performance obtaining operation of obtaining a sales volume regarding the article sold to customers who have received the advertisement; a sales fee calculating operation of calculating a sales fee by multiplying the sales fee unit price by the sales volume obtained by the sales performance obtaining operation; and a sales fee charging operation of charging the sales fee to the advertisement provider.

13. (PREVIOUSLY PRESENTED) A method for distributing advertisement according to Claim 12, wherein the sales billing operation further includes: a shop sales fee unit price setting operation of setting a unit price of a shop sales fee provided to the shop concerning a prospective customer sales performance; a shop sales fee calculating operation of calculating a shop sales fee by multiplying the shop sales fee unit price by the sales volume; and a shop sales fee providing operation of providing the shop sales fee to the shop.

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14. (CURRENTLY AMENDED) An advertisement distributing system, system comprising an advertisement distributing server computer and a computer of a shop connected to the advertisement distributing server computer over a network,

the advertisement distributing server computer, comprising:

a prospective customer searching part for searching for prospective customers of an advertising article from a customer database accessible from the advertisement distributing server computer;

a shop database storing shop information;

a shop searching part for searching for shops capable of selling the article to the prospective customers from the shop database storing shop information accessible from the advertisement distributing server computer;

a-an advertisement distribution prospective customer list generating part for generating a-an advertisement distribution prospective customer list of the prospective customers for each shop;

a shop notifying part provided with an advertisement distribution prospective customer notifying part provided with a prospective customer list presenting part for presenting the advertisement distribution prospective customer list to the computer of the shop over the network;

an advertisement distribution selecting part of allowing the shop to determine whether an advertisement is to be distributed to the prospective customers in the prospective customer list;

a name-embedded advertisement generating part for generating name-embedded advertisement including shop identity information capable of identifying the shop; and

a name-embedded advertisement distributing part for distributing over a network the name-embedded advertisement to the prospective customers, who have been selected to receive the name-embedded advertisement by the advertisement distribution selecting part.

the computer of the shop comprising:

an advertisement distribution selecting part of allowing existing regular customers of the shop to be excluded from the prospective customer list as customers to which the advertisement regarding the article is not distributed, based on regular customer information accessible from the computer of the shop, and notifying the advertisement distributing server

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computer of a resultant prospective customer list over the network,

wherein the name-embedded advertisement distributing part of the advertisement
distributing server computer distributes the name-embedded advertisement to the customers,
based on the prospective customer list notified from the advertisement distribution selecting
part of the computer of the shop according to the resultant prospective customer list,

15. (ORIGINAL) An advertisement distributing system according to claim 14, wherein information representing a distribution starting time of the advertisement is prescribed to be an advertisement distribution starting requirement, and

the system includes an advertisement distribution time control part for allowing the advertisement distribution selecting part to continue accepting selection of prospective customers until the time represented by the advertisement distribution starting requirement, and starts processing of the name-embedded advertisement generating part and the name-embedded advertisement distributing part at the advertisement distribution time.

16. (CURRENTLY AMENDED) An advertisement distributing server, comprising:
a prospective customer searching part for searching for prospective customers of an advertising article from an accessible customer database;
a shop database storing shop information;
a shop searching part for searching for shops capable of selling the article to the prospective customers from the an accessible shop database storing shop information;
a prospective customer list generating part for generating an advertisement distribution a-prospective customer list of prospective customers for each shop;
a an advertisement distribution prospective customer list sending part for sending the advertisement distribution prospective customer list for each shop to the shop, in order to allow the shop to exclude existing regular customers of the shop from the prospective customer list as customers to which the advertisement regarding the article is not distributed, based on regular customer information accessible from a computer of the shop;
a name-embedded advertisement generating part for receiving, a result of from the shop's shop, a resultant determination of whether an advertisement is to be distributed to the distribution prospective customers in the prospective customer list obtained by excluding the regular customers of the shop, and generating name-embedded advertisement including shop identity information capable of identifying the shop, based on the result; and

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a name-embedded advertisement distributing part for of distributing over a network the name-embedded advertisement to the prospective customers selected to receive the name-embedded advertisement by the advertisement distribution selecting part of the shop according to the resultant advertisement distribution prospective customer list.

17. (CURRENTLY AMENDED) An advertisement distributing client computer placed at each shop connected to an advertisement distributing server computer over a network, comprising:

an advertisement distribution a-prospective customer notifying part for receiving an advertisement distribution a-prospective customer list that is a search result of prospective customers of an advertising article from a customer database accessible from or the advertisement distribution distributing server computer over the network, and presenting the list to a shop side;

an advertisement distribution selecting part of accessing a regular customer database storing existing regular customer information of the shop, and excluding regular customers of the shop from the for determining whether or not advertisement of the article is to be distributed to the distribution prospective customers in the prospective customer list as customers to which the advertisement regarding the article is not distributed; and

an advertisement distribution selection result notifying part for returning the advertisement distribution prospective customer list based upon a processing a-selection result ef by the advertisement distribution selecting part, to the advertisement distributing server computer over the network, and requesting the advertisement distributing server computer to distribute advertisement only to customers included in the advertisement distribution prospective customer list processed according to the advertisement distribution selection part the advertisement distributing client requesting the advertisement distributing server to distribute the advertisement to customers who are specified to receive the advertisement.

18. (CURRENTLY AMENDED) A computer-readable recording medium storing a processing program for implementing an advertisement distributing system for distributing advertisement of an advertising article to prospective customers assumed to purchase the article, by controlling a computer according to a process the processing program comprising:

a prospective customer searching operation of searching for prospective customers of an advertising article from customer information;

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a shop searching operation ~~for~~ of searching for shops capable of selling the article to the prospective customers from shop information;

a shop notifying operation of notifying a shop of a prospective customer list ~~notifying~~ operation of creating a list of the prospective customer list of customers, to which the shop is capable of selling the article, ~~for each shop, and notifying the shop of the list according to the shop searching;~~

an advertisement distribution selecting operation of allowing the shop to exclude existing regular customers of the shop from determine whether an advertisement of the article is to be distributed to the prospective customer list as customers to which the advertisement regarding the article is not distributed, based on regular customer information of the shop, and receiving a resultant in the notified prospective customer list;

a name-embedded advertisement generating operation of generating name-embedded advertisement in which shop identity information capable of identifying the shop is added to the advertisement; and

a name-embedded advertisement distributing operation of distributing over a network the name-embedded advertisement to the prospective customers of the shop according to the resultant prospective customer list selected to receive the name-embedded advertisement in the advertisement distribution selecting operation.

19. (NEW) A method of distributing advertisement from a shop to a computer of a customer, using an advertisement distribution server computer, comprising:

a prospective customer searching operation of receiving specification of an advertising article, and generating a prospective customer list of the article from customer information accessible from the advertisement distributing server computer;

a shop notifying operation of notifying, over a network, a computer of a shop of the prospective customer list,

an advertisement distribution selecting operation of allowing the shop to exclude existing regular customers of the shop from the prospective customer list as customers to which the advertisement regarding the article is not distributed, based on regular customer information accessible from a computer of the shop, and to notify the advertisement distributing server computer of a resultant prospective customer list over the network;

a name-embedded advertisement generating operation of generating name-embedded advertisement in which shop identity information capable of identifying the shop is added to the

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advertisement; and

a name-embedded advertisement distributing operation of distributing over a network the name-embedded advertisement to the prospective customers of the shop according to the resultant prospective customer list.